



LETTER OF INVITATION TO EXHIBIT, ADVERTISE, OR SPONSOR A BREAK, RECEPTION, OR OTHER EVENT

What: Appalachian Studies Association/Thirty-third Annual Appalachian Studies Conference

Theme: Engaging Communities

When: **March 19 – 21, 2010**

Exhibits will open Friday at 11:30 AM (set-up between 6-8 PM Thursday and 9-11:30 PM Friday), and will also be open Saturday morning and afternoon, and Sunday morning. During off-hours, the exhibit area will be locked to provide security. A detailed list of open hours will be available at the conference

Where: **North Georgia College & State University, Dahlonega, Georgia**

Who: Approximately 600 people, including scholars from diverse fields as well as teachers, artists, writers, and members of Appalachian-oriented organizations, agencies, and communities. Our preliminary program is mailed to over 2,000 people.

Publishers and other organizations are invited to exhibit during the 2010 Appalachian Studies Conference. **You are also invited to advertise in the preliminary program and/or the final conference program and to sponsor a coffee break, reception, and/or book-signing.**

EXHIBITORS

Registration fee for exhibitors is \$150. Exhibitors will be provided with two chairs and one 6-foot table, clothed but not draped. Limit of three persons per table. Additional tables, clothed but not draped, are available for \$125 each. A special shared table rate is offered to community organizations, artists, and small presses at \$85 for each exhibitor sharing one table. Exhibits should not be so tall or so arranged as to block the view of other exhibits. Registration fee includes admission to all sessions, but does not include meals or ASA membership. Exhibitors may purchase tickets for the Friday night banquet (\$20), Saturday lunch (\$13), and Sunday brunch (\$10).

ADVERTISERS

Ads may be reserved for both the preliminary (mailed to over 2,000 people) and final programs as part of a package deal (\$250 full-page, \$150 half-page). Ads appearing only in the final program are \$175 full-page, \$100 half-page. Ads should be 300 resolution (DPI) and gray scale. PDF files are preferred and may be sent electronically. To be included in the preliminary program, ads must be received by November 16, 2009.

SPONSORS FOR BREAKS, RECEPTIONS, AND OTHER EVENTS

The fee for co-sponsorship of the **Friday March 19th** reception or one of the **breaks** during the conference is \$500. Additional receptions may be sponsored/co-sponsored at actual cost. Our **Publisher's Reception on Saturday March 20th** will highlight publishers/presses and feature your books and authors. All book-signings will be scheduled at this time to maximize attendance and will not compete with any other sessions/events. The fee is \$250 for 1-2 authors, \$375 for 3-4 authors and \$500 for 5-6 authors. If you are interested in sponsoring the **Friday** reception and/or the book-signing **Saturday** event, **other reception** or one of the **breaks**, please indicate your interest on the attached form. For the Publisher's Reception on Saturday, you will be provided with one (1-3 authors) or two (4-6 authors) 6-foot tables, clothed but not draped.

To reserve an exhibit table, advertisement, or sponsorship, please return the attached form by November 16, 2009, to the address below. All fees are due by January 18, 2010 and payable to the Appalachian Studies Association. Space is limited so reserve early!



EXHIBITOR/ADVERTISER/SPONSOR REGISTRATION FORM: Thirty-third Annual ASA Conference, March 19-21, 2010 North Georgia College & State University, Dahlonega, Georgia

Please return this reservation form by November 16, 2009, to address listed below.

Contact Person: _____

Company/Institution: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Email: _____

Please list the name(s) of all persons attending conference so we may provide nametags (limit: 3 persons per table):

EXHIBITS:

- ___ Yes, please reserve a table for our exhibit at ASA 2010 at \$150. Amt.: _____
- ___ Please reserve _____ extra table(s) at \$125 each. Amt.: _____
- ___ Shared table rate for community organizations, artists, or small presses at \$85 each exhibitor. Amt.: _____
- ___ Please reserve _____ Friday banquet tickets at \$20 each. Amt.: _____
- ___ Please reserve _____ Saturday lunch tickets at \$13 each. Amt.: _____
- ___ Please reserve _____ Sunday brunch tickets at \$10 each. Amt.: _____
- ___ Optional ASA Membership: ___ Library/Institutional \$45; ___ Regular \$75; ___ Student \$55. Amt.: _____

Signature of student advisor: _____

Exhibit booth requirements (electric, location, etc.): _____ Exhibit Fee: _____

ADVERTISEMENTS: (Ads should be 300 resolution (DPI) and gray scale and submitted as PDF files):

- ___ Please reserve ___ full-page ad(s) at \$250 per package. Amt.: _____
- ___ Please reserve ___ full-page ad(s) at \$175 in the final program. Amt.: _____
- ___ Please reserve ___ half-page ad(s) at \$150 per package. Amt.: _____
- ___ Please reserve ___ half-page ad(s) at \$100 per half-page in the final program. Amt.: _____

Ad packages include the same ad in both the preliminary and final programs.
Ads may not exceed 7-1/2" wide by 10" long for full-page ad or 7-1/2" wide by 5" long for half-page ad.

Ad Fee: _____

SPONSORSHIPS

___ Yes, I would like to co-sponsor a reception (\$500), a break (\$500), Saturday book-signing. Call to make arrangements.
Book-signing fee is \$250 for 1-2 authors; \$375 for 3-4 authors; \$500 for 5-6 authors. Amt.: _____

___ FRIDAY RECEPTION ___ BOOK-SIGNING ___ BREAK ___ OTHER RECEPTION (please call for cost) Sponsorship Fee: _____

___ EXHIBIT FEE ENCLOSED ___ AD FEE ENCLOSED ___ SPONSORSHIP FEE ENCLOSED ___ PLEASE BILL ME Total Amount Due: _____

Ads must be received 11/16/09; fees are due 1/18/10. Order early as space is limited. Make checks payable to:
Appalachian Studies Association or call to pay by credit card (Master Card or Visa only). Please mail to address below.